



# **Halifax Hawks Minor Hockey Association**

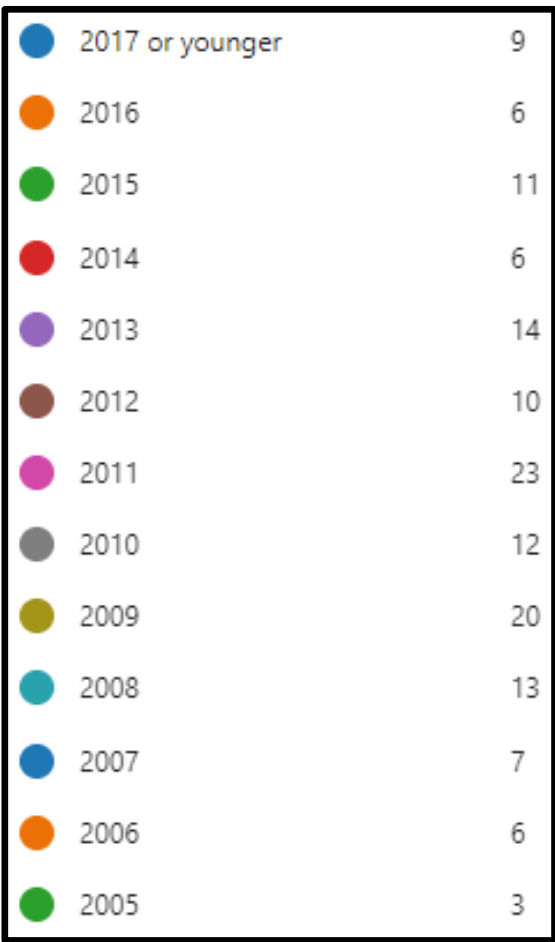
**2022/2023**

**Association Survey  
Results**



Response rate

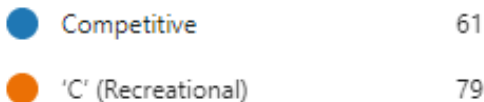
140 total responses



Did your child play Competitive or 'C' (Recreational) hockey

[More Details](#)

[Insights](#)



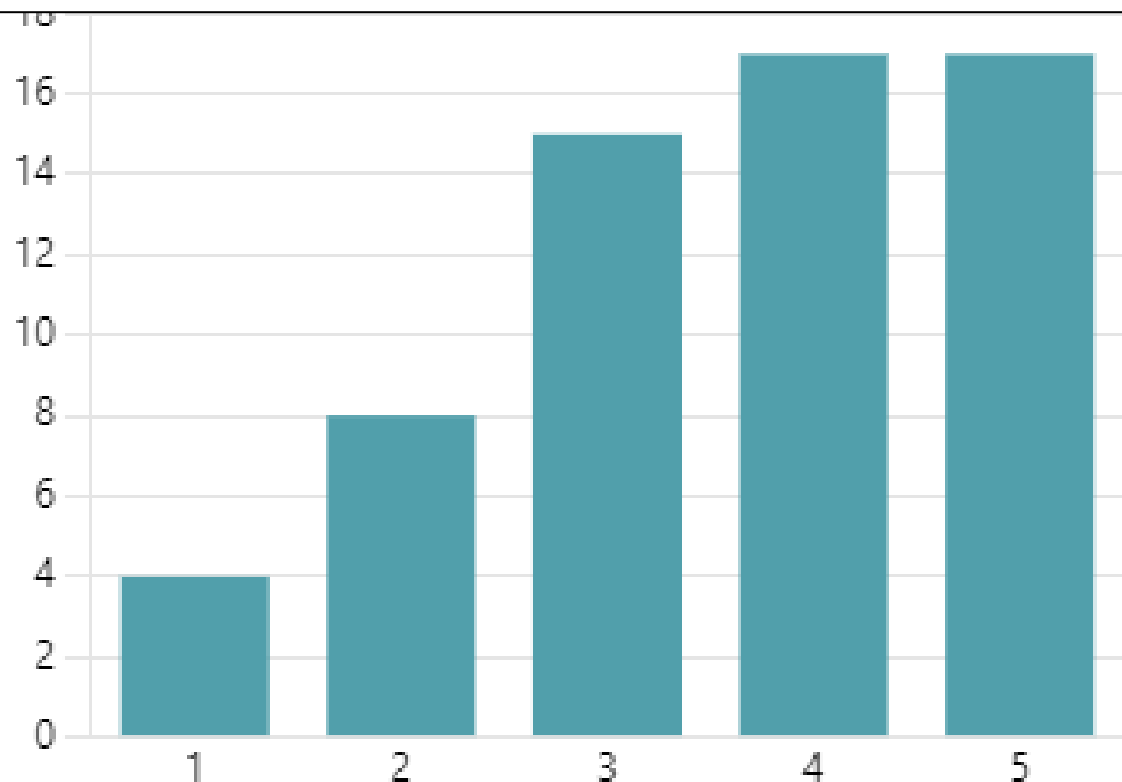
Up 17 responses over 2021/2022



# How satisfied were you with the Competitive Try Out Process and Rec Team balancing process?

3.57

Average Rating



**Down from 3.84 in 2021/2022**



# Tryouts and Balancing

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## Feedback:

- Be clearer on how many teams are being planned for (U11 AA and U13 B specifically referenced);
  - Lack of clarity on how this process was determined to go with multiple teams.
- Team selection based on merit and skill not number of players registered for tryouts
- Lack of clarity around how previous year assessment is applied (comment made on players missing tryouts but being ranked higher).
- Select U18 AA and U13 AAA teams earlier.
- Long process for some of the lower competitive level kids resulting in being very tired and disadvantaged
- Other associations incorporate games vs other associations – an opportunity?

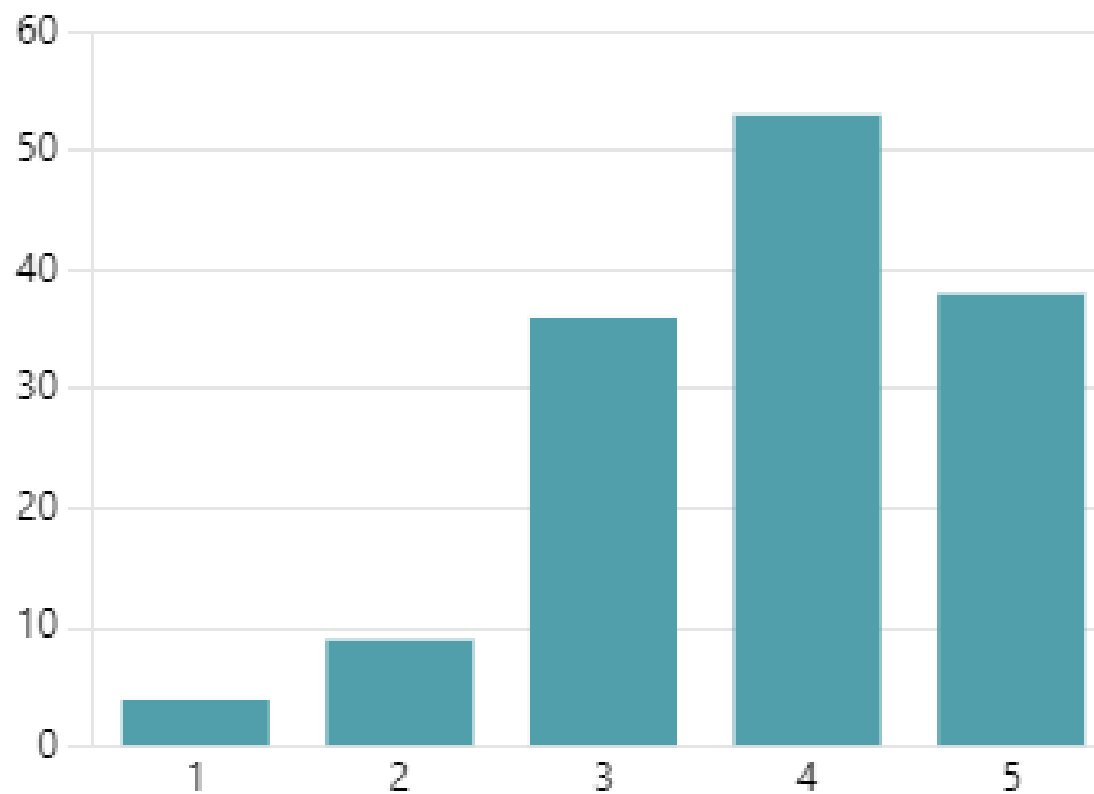
One respondent articulated: “Defenders are not being evaluated on defensive play or even team play for that matter. I also do not like how we don’t have access to their scores, no documentation TO ME means that there is no justification. There should be a way for players to be able to find out what they are doing wrong IN THIS PROCESS so they can correct it and grow and have a chance next time. “



# Registration Fees Satisfaction

3.80

Average Rating



**Up 0.01 over 2021/2022**



# Team Operations Satisfaction

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How satisfied were you with the management of the team your child was on? **4.38 Average Rating**

How satisfied were you with the Coaching of the team your child was on? **4.29 Average Rating**

81% of respondents answered positively that they would recommend their coach again.

Feedback included themes such as:

- Patient
- Committed
- Great Teachers
- Focused on development
- Positive role models

**Both responses down over 2021/2022**



# Team Operations Satisfaction: Coaching Feedback

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**27 respondents indicated “No” or “Maybe” to *Would you recommend your Coaching Staff for a role next year.* This represents a concerning +9% increase over 2021/2022. The associated feedback included:**

- Attendance concerns
- Lack of discipline/structure for players
- Practices lacked learning, correction and were not well developed
- Inexperienced/not appropriate knowledge for level
- Showed bias towards certain players
- Lack feedback to players on development

\*Specific feedback will be shared directly with the Hawks Technical Director for support of future coach development and the Association’s Coach’s Selection process.



# HHMHA Player Development Programs - Participation

How satisfied were you with Player Development opportunities including practices and development camps offered in 2022/2023?

**3.46 Average Rating.**

How Satisfied were you with the Hawks Development Program(s) your player attended? **4.42**

**Average Rating.**

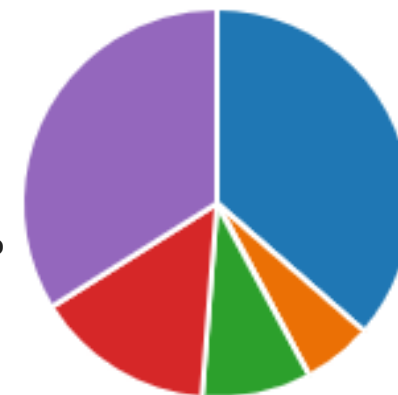
Timing: 36%

Cost: 6%

Participated in an external offering: 9%

Desired program not offered: 15%

Other: 34%



**Other category (34%) included:**

- Lack of awareness
- Age restrictions
- Other commitments

**26% of respondents participated in a Hawks Development Program.**





# HHMHA Player Development Programs - Ideas

## Themed responses (open text)

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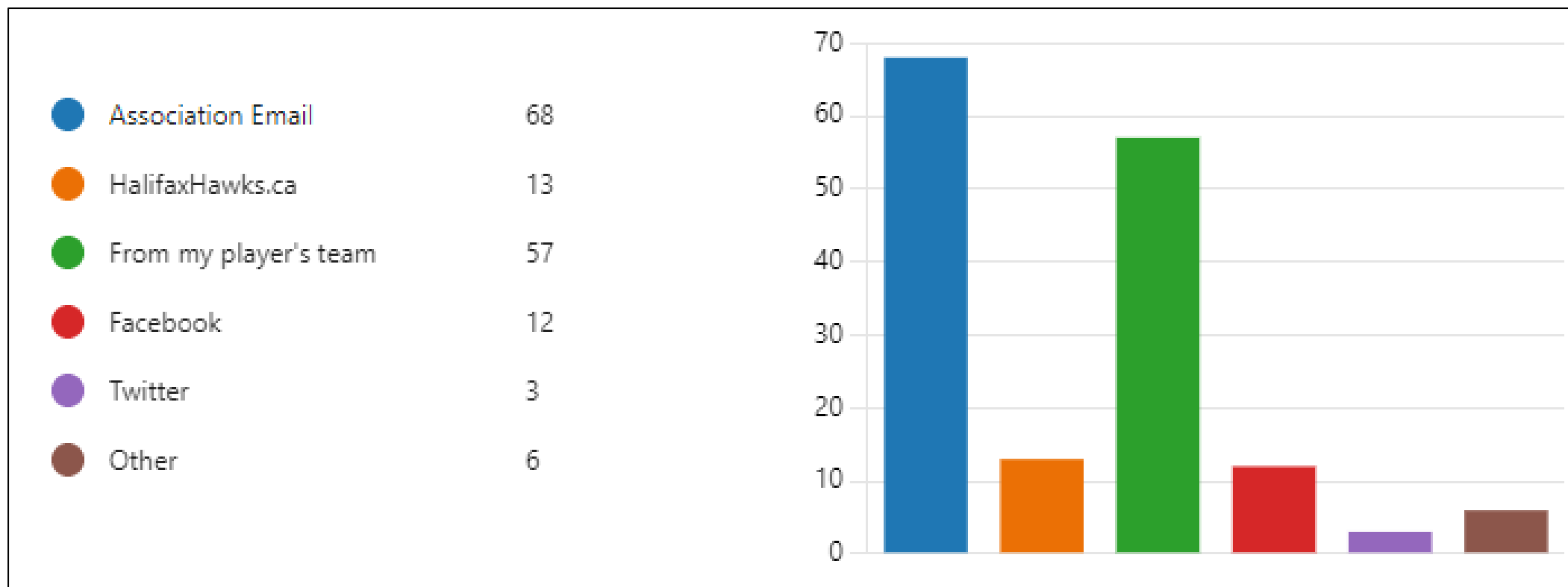
- Spring league team to keep Hawks kids together and develop together
- Summer Hockey
- Defensive Skills training opportunity; drop in opportunities
- More position-based camps.
- There were lots of first-time players at U13C, and they really could have used more introductory programs before the season started. Mandatory power skating camp prior to signing up as a new to hockey player.
- More tournament/jamboree opportunities for all players
- I would like to see teams and organization as a whole provide more opportunities for dry land training AND provide positional focused practices.
- Girls of the hawks get together. Celebrate and support girls in the association
- Definitely bring back the 3v3 - that was an awesome (2).
- U18 A or B team
- Shooting programs (3)
- More Rec ice-time (4)

Full detailed responses will be shared directly with the TD



# HHMHA Communications

**\*Hawks received a 4.02 Average satisfaction rating for communications**



**Association email and team-based communications remain how most get their Hawks information.**



## 2023/2024 Planning - Registration

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**82%** of respondents indicated **"Yes"** as their intention of registering their player for next year; followed by **16%** **"Maybe"** and **2%** **"No"**.

Those indicating "No" or "Maybe" to returning indicated main reasons as:

1. Cost
2. Child is no longer interested
3. Uncertain of what programs will be offered



## 2023/2024 Planning

### Fundraising or community initiatives for the upcoming season?

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- More events like Rawk the Rink!
- Hawks 50/50 feedback:
  - Needs more promotion.
  - Already too many 50/50 competitions.
  - Fund the initial jackpot to drive interest.
- Community charity relationship – create impactful opportunities for players
- Corporate sponsorship opportunities?
- PD/Development days as a profit centre/opportunity
- Merchandise opportunities?
- Other ideas included typical team based fundraising, which were impacted by COVID:
  - Coffee
  - Bottle drives (3)
  - Krispy Kreme donuts
  - Seedling sales (reed spruce)
  - Silent auctions

Full detailed responses will be shared directly with the VP, Community

**Thank you for all  
the suggestions!**



## 2023/2024 Planning

### How can the Hawks improve for the upcoming season?

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#### Some feedback:

- Ice-time :
  - 7am practices for U15 was difficult, but also was shared as a challenge for younger ages.
  - The shared practices with other U15 teams provided considerable challenges.
  - U18 C practice opportunities would be welcome.
  - A better process for communicating and using vacant ice.
- Communications gaps for team staff and the Association.
- More training for team staff.
- Timbits: investment in better equipment would be great (i.e. boards like in Centennial)
- Coach development/mentoring, especially in response to difficult (non-hockey) situations.
- Be more thorough in coach selection process.
- Investigate opportunities to keep multiple genders in the dressing room. Driving female-identifying players out of the dressing room is going backwards in inclusivity.
- A formal call-up policy that is applied across all levels.
- A consistent Team App for every team.

\*Full feedback will be made available to the Board for planning purposes



**Halifax Hawks Minor  
Hockey Association**

**THANK YOU!**